

ESTTA Tracking number: **ESTTA624274**

Filing date: **08/29/2014**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91205331
Party	Plaintiff Ms. Teresa H. Earnhardt
Correspondence Address	LARRY C JONES ALSTON & BIRD LLP 101 S TRYON STREET, SUITE 4000 CHARLOTTE, NC 28280-4000 UNITED STATES Larry.Jones@alston.com, Carla.Clements@Alston.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	Larry C. Jones
Filer's e-mail	Larry.Jones@alston.com, Carla.Clements@Alston.com
Signature	/Larry C. Jones/
Date	08/29/2014
Attachments	Opp 3rd N_Reliance, Part 1_1.PDF(5529514 bytes) Opp 3rd N_Reliance, Part 2_1.PDF(3933087 bytes) Opp 3rd N_Reliance, Part 3_1.PDF(4137635 bytes) Opp 3rd N_Reliance, Part 4_1 (2).PDF(2101507 bytes) Opp 3rd N_Reliance, Part 5_1.PDF(2676820 bytes) Opp 3rd N_Reliance, Part 6_1.PDF(3520699 bytes) Opp 3rd N_Reliance, Part 7_1.PDF(2880619 bytes) Opp 3rd N_Reliance, Part 8_1.PDF(2878513 bytes) Opp 3rd N_Reliance, Part 9_1.PDF(5161303 bytes) Opp 3rd N_Reliance, Part 10_1.PDF(1085826 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Teresa H. Earnhardt,	§	Consolidated Opposition Nos.
	§	91205331 (parent) and 91205338
Opposer,	§	
	§	In the matter of:
vs.	§	
	§	Application Serial No. 85/383,910
Kerry Earnhardt, Inc.,	§	Mark: EARNHARDT COLLECTION
	§	(Intl. Class 20)
Applicant.	§	
	§	Application Serial No. 85/391,456
	§	Mark: EARNHARDT COLLECTION
		(Intl. Class 37)

OPPOSER'S THIRD NOTICE OF RELIANCE

Pursuant to 37 C.F.R. § 2.122(e), Opposer hereby makes of record in this proceeding the following printed publications:

1. B. Mullin, S. Hardy and W. Sutton, *Sport Marketing* (3d ed. 2007) pp. 201-202

Relevance:

- (i) The substantial volume of sales of merchandise licensed under Opposer's marks before and after the 2001 death of Dale Earnhardt; and
- (ii) The use by others of the term "Earnhardt collectibles" to refer to merchandise licensed under Opposer's marks before and after the 2001 death of Dale Earnhardt.

2. L. Masteralexis, C. Barr and M. Hums, *Principles and Practice of Sport Management* (2009)

Relevance: The substantial volume of sales of "collectibles" merchandise licensed under Opposer's marks after the 2001 death of Dale Earnhardt.

3. Excerpt of video transcript from *SportsCentury Greatest Athletes – Dale Earnhardt* (ESPN 2007)

Relevance:

- (i) The prominent role of Dale Earnhardt in creating a robust market for branded merchandise licensed by NASCAR drivers; and
- (ii) The substantial volume of sales of merchandise licensed under Opposer's marks.

4. P. Golenbock and G. Fielden, *NASCAR Encyclopedia* (2003) pp. xx-xxiii

Relevance: The prominent role of Dale Earnhardt in developing and enhancing the popularity of NASCAR auto racing.

5. *9 Encyclopedia Americana International Edition* (2004) pp. 530-531

Relevance: The notoriety of Dale Earnhardt and the general public's familiarity with his name.

6. *Top-Earning Dead Celebrities*, <http://www.forbes.com/2002/08/12/0812deadintro.html>

Relevance: The substantial volume of sales of merchandise licensed under Opposer's marks after the 2001 death of Dale Earnhardt.

7. *Forbes' Celebrity 100 Power Ranking* [1999-2001]

Relevance: The notoriety of Dale Earnhardt and the general public's familiarity with his name.

8. "Remembering Dale Earnhardt," *Motor Racing Digest* (2013) pp. 3-4

Relevance: The continuing fame and notoriety of Dale Earnhardt.

9. "Even 12 Years After His Death, Dale Earnhardt's Memory Is Still Very Much Alive," *NASCAR Stream*, <http://bleachersport.com> (2013)

Relevance: The continuing fame and notoriety of Dale Earnhardt.

10. "10 Years After Crash, NASCAR Still Coping With Earnhardt's Death," www.CNN.com (2011)

Relevance: The continuing fame and notoriety of Dale Earnhardt.

11. *Sports Illustrated* covers (2011)

Relevance: The notoriety of Dale Earnhardt and the general public's familiarity with his name.

12. "High Tech Taps Into Toy Fair," www.CNN.com (2000)

Relevance: The notoriety of Dale Earnhardt and the general public's familiarity with his name.

13. "Tragedy Sells," www.CarAndDriver.com (2001)

Relevance:

- (i) The notoriety of Dale Earnhardt and the general public's familiarity with his name;
- (ii) The use by others of the term "Earnhardt collectibles" to refer to merchandise licensed under Opposer's marks before and after the 2001 death of Dale Earnhardt.

14. "Earnhardt Magic Still Charms Fans," Associated Press (2000)

Relevance: The practice of NASCAR fans standing and shouting, "Earnhardt! Earnhardt! Earnhardt!"

15. 4 *The New Encyclopedia Britannica* (15th ed. 2005) p. 320

Relevance: The notoriety of Dale Earnhardt and the general public's familiarity with his name.

16. http://fanatics.com/NASCAR_Dale_Earnhardt_Collectibles

Relevance: The use by others of the term "Dale Earnhardt Collectibles" to refer to merchandise licensed under Opposer's marks after the 2001 death of Dale Earnhardt.

17. <http://old.post-gazette.com/sports/other20010220salesother5.asp>

Relevance: The use by others of the term “Dale Earnhardt Collectibles” to refer to merchandise licensed under Opposer’s marks after the 2001 death of Dale Earnhardt.

18. “Prices Rise For Earnhardt Collectibles,” <http://usatoday30.usatoday.com/sports/motor/earnhardt/2001-02-19-collectors.htm>

Relevance: The use by others of the term “Dale Earnhardt Collectibles” to refer to merchandise licensed under Opposer’s marks after the 2001 death of Dale Earnhardt.

19. “Death In The Fast Lane,” *Time* (2001) cover and pp. 62-69

Relevance: The notoriety of Dale Earnhardt and the general public’s familiarity with his name.

Respectfully submitted,



Larry C. Jones
Bruce J. Rose
Carla H. Clements
Alston & Bird, LLP
Bank of America Plaza
101 South Tryon Street, Suite 4000
Charlotte, North Carolina 28280-4000
Telephone: (704) 444-1000

Attorneys for Opposer,
Teresa H. Earnhardt

CERTIFICATE OF SERVICE

I hereby certify that the foregoing "Opposer's Third Notice of Reliance" and the accompanying materials were duly served on Applicant by depositing copies of same in the United States mail, first-class postage prepaid, on the 29th day of August, 2014 addressed to Applicant's attorneys of record as follows:

D. Blaine Sanders
Matthew F. Tilley
Robinson Bradshaw & Hinson, P.A.
101 N. Tryon Street, Suite 1900
Charlotte, NC 28246-0106



Printed Publication No. 1

◆ Third Edition ◆

SPORT Marketing

Bernard J. Mullin

Atlanta Spirit, LLC

Atlanta Hawks, Atlanta Thrashers, and Phillips Arena

Stephen Hardy

University of New Hampshire

William A. Sutton

DeVos Sport Business Program,
University of Central Florida

Principal, Bill Sutton & Associates



Human Kinetics

Library of Congress Cataloging-in-Publication Data

Mullin, Bernard James.

Sport marketing / Bernard J. Mullin, Stephen Hardy, William A. Sutton. -- 3rd ed.
p. cm.

Includes bibliographical references and index.

ISBN-13: 978-0-7360-6052-3 (hard cover)

ISBN-10: 0-7360-6052-9 (hard cover)

1. Sports--Marketing. I. Hardy, Stephen, 1948- II. Sutton, William Anthony, 1951- III. Title.

GV716.M85 2007

796'.0698--dc22

2006035638

ISBN-10: 0-7360-6052-9

ISBN-13: 978-0-7360-6052-3

Copyright © 2007, 2000, 1993 by Bernard J. Mullin, Stephen Hardy, and William A. Sutton

All rights reserved. Except for use in a review, the reproduction or utilization of this work in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including xerography, photocopying, and recording, and in any information storage and retrieval system, is forbidden without the written permission of the publisher.

Acquisitions Editor: Myles Schrag

Developmental Editors: Renee Thomas Pyrtel and Amanda S. Ewing

Assistant Editor: Jillian Evans

Copyeditor: Patsy Fortney

Proofreader: Anne Rogers

Indexer: Sharon Duffy

Permission Manager: Dalene Reeder

Graphic Designer: Robert Reuther

Graphic Artists: Angela K. Snyder and Denise Lowry

Cover Designer: Keith Blomberg

Photographer (cover): © CarlosBaez.com

Photo Asset Manager: Laura Fitch

Photo Office Assistant: Jason Allen

Art Manager: Kelly Hendren

Illustrators: Tom Roberts and Al Wilborn

Printer: Sheridan Books

Printed in the United States of America

10 9 8 7 6 5 4 3 2

Human Kinetics

Web site: www.HumanKinetics.com

United States: Human Kinetics

P.O. Box 5076

Champaign, IL 61825-5076

800-747-4457

e-mail: humank@hkusa.com

Canada: Human Kinetics

475 Devonshire Road, Unit 100

Windsor, ON N8Y 2L5

800-465-7301 (in Canada only)

e-mail: orders@hkcanada.com

Europe: Human Kinetics

107 Bradford Road

Stanningley

Leeds LS28 6AT, United Kingdom

+44 (0)113 255 5665

e-mail: hk@hkeurope.com

Australia: Human Kinetics

57A Price Avenue

Lower Mitcham, South Australia 5062

08 8372 0999

e-mail: info@hkaustralia.com

New Zealand: Human Kinetics

Division of Sports Distributors NZ Ltd.

P.O. Box 300 226 Albany

North Shore City, Auckland

0064 9 448 1207

e-mail: info@humankinetics.co.nz

Certainly Man U has become a global brand in part because of its degree of current on-field success in the world's most popular sport, winning the "treble" (the English Premier League championship, the English FA Cup, and the UEFA Cup [the European Club championship]) in 1999, something no English team had ever done. And United has a tradition of international success (they were the first English club to play in European competitions) and resiliency, such as when eight star members of the exceptionally gifted 1952 team were killed in a plane crash in Munich, only to have manager Sir Matt Busby rebuild the team to prominence in a few short years. After the resurrection, many staunch supporters of other football clubs adopted the Red Devils as their second-favorite side, which has eroded somewhat given the recent success of the club. Like the Yankees, Cowboys, and Lakers in the United States, Man U is now a team many fans love to hate. (37)

Man U has leveraged its popularity to generate significant revenues. Sponsorships account for 6 percent of all club revenues, and include a \$439 million deal with Nike that runs through 2015, and a \$45.1 million deal with telecommunications company Vodafone that expired in 2004. Television counts for 26 percent of revenues (\$45 million in 2000), including income from the team's own network, MUTV, a cable subscription channel devoted to the club. Gate receipts totaled \$55 million in 2000 (32 percent of all revenues), even though a season ticket for games at Old Trafford (capacity 67,500) costs the equivalent of \$630. By comparison, the top season ticket at Yankee Stadium costs over \$5,000, nearly nine times that of Man U's, whose ticket prices are in the middle range of Premier League clubs. In 2001, the club turned a profit of \$24 million on revenues of \$182 million. The estimated value of the club is now \$1.5 billion. By comparison, the Yankees, Cowboys, and Lakers, the gold-standard troika of American team sports in the 1990s, were worth only \$1 billion combined. (38)

Man U has reached this level of success in part because it has developed an organizational understanding that Man U is a brand, and much of that brand identity has come from attention to licensed product sales. In the early 1990s, Edward Freedman came to Man U from EPL rival Tottenham, where he had been head of merchandising. His background with soccer and retailing led him to determine that the club needed to get distribution throughout the United Kingdom for Man U products, and that much of the quality of its existing products were substandard. Said Freedman of Man U's management at the time: "They did not understand what a brand was, they had never realized they *had* a brand, that Manchester United *was* a brand" [authors' emphasis]. Freedman's licensing and retailing experiences focused on improving customer satisfaction, improving the club's own retail shops (to include huge new stores in Dublin, Kuala Lumpur, Cape Town, and Singapore), creating merchandising relationships with other UK retailers, and broadening the product line to include a magazine and videos, air fresheners, and jigsaw puzzles. He also created agreements with banks to use the Red Devil mascot to promote youth savings accounts. Freedman used licensing and retailing to reach what he called "a large number of untapped Manchester United supporters." (39)

Licensing in Professional Individual and Tour Sports

Individual professional sports, through their agents and advisers, usually handle licensing agreements on their own. Although this makes licensing money more difficult to attain for lesser-known athletes, as with commercial endorsements, the potential exists for highly recognizable athletes to earn significant licensing revenue over which they have more control than do most athletes in professional team sports. Nowhere is this truer than for well-known drivers in NASCAR, where the top drivers earn more in licensing than from their racing salaries or winnings. Before the death of legendary driver Dale Earnhardt Sr. on the last lap of the 2001 Daytona 500, sales of Earnhardt's licensed products (including the most popular product apparel, die-cast cars, and trading cards) reportedly accounted for 40 percent of NASCAR licensing sales, totaling \$50 million. However, following his death, the sale of Earnhardt licensed products, including a new line of memorial products, continued to boom, reaching \$60 million in 2001. In addition, over 14,000 other Earnhardt collectibles were for sale on the online auction site eBay (nearly 10,000 more than Michael Jordan items), including a \$7,000 limited-edition

59-inch (150-centimeter)-tall Snap-On tool box and a \$120,000 1996 Chevrolet Camaro Z-28 SS (one of three made). Retail sales for all NASCAR products in 2003 were reported to reach \$2 billion. One company, Action Performance (AP), a publicly held company located in Phoenix with sales of \$400 million in 2003, owns a 1-million-square-foot (305,000-square-meter) manufacturing facility in China with more than 6,000 employees, churning out 18 million die-cast cars a year. Sixty percent of AP's sales come from die-cast cars, which AP sells from 32 trailers at each of the 36 Nextel Cup Series races, along with online and catalog sales. (40)

Licensing means money for extreme and action sport athletes as well. Skateboarding icon Tony Hawk earns \$1.5 million annually for licensing agreements with companies that produce video games, action figures, equipment, and apparel. Total sales for Hawk-branded products—including clothing, skateboards, his Boom Boom HuckJam events, and Activision video games—grossed \$300 million in retail sales in 2003. Hawk's long-term deal with game maker Activision, signed in 2002, included a \$20 million advance, a royalty agreement of \$1.50 per game, and use of a private jet (only the John Madden franchise sells more games). In addition, BMX biker Dave Mirra earns \$1 million from similar deals. (41)

Branded Merchandise

Unlike the many licensed products described earlier, plenty of other lines of clothing eschew the use of team marks and use their own brand names, marks, and logos to sell merchandise. The sale of branded merchandise, those products bearing the name of the clothing manufacturer, is a substantial part of the apparel sales industry. It is estimated that retail sales of clothing for teens, the main target for branded products sellers, is 14 percent of the \$175 billion clothing market. To observe this, walk into the nearest Abercrombie and Fitch, Aeropostale, American Eagle Outfitters, or Timberland store. These retailers derive a substantial portion of their sales from athletically themed yet nonlicensed clothing. At Abercrombie and Fitch (A&F), you will find dim lighting, pulsing dance-rock music, and large black-and-white posters of scantily clad and extremely attractive Anglo-Saxon youths. You will also find tables, shelves, and racks of T-shirts, rugby shirts, pants, and sweats, mostly altered with rips and tears to seem preworn, and emblazoned with any number of A&F logos. Many of these designs seek to connect with a specific sport or activity ("A&F Football" or "Weekend Warrior"), a nickname of a fictitious athletic team ("Abercrombie Bears"), or some make-believe summer camp, fishing or hunting guide service, or ski resort. A&F, like these other retailers, along with hip-hop apparel companies such as Akademiks, Ecko, Rocawear, and South Pole, and companies such as fashion brand Puma, seek to develop their own brands and identities in relation to sport and culture in general rather than pay for the right to gain direct affiliation benefits through the use of those of existing specific sport organizations. Other retailers such as Pacific Sunwear (which began as a single surf shop in Newport Beach, California, in 1980 and now has annual sales of \$846 million) and Quicksilver (which has 800 stores nationally, with overall company revenues of \$975 million in 2003) build their sales on products based on use in surfing and water sports. (42)

In addition, many apparel and footwear companies such as Adidas, Hummel, Puma, and Reebok, which are active in the selling of licensed products, also develop their own brand logos and marks to sell apparel and merchandise, allowing them to derive greater profits. Hummel and Puma in particular have sought to develop their companies as athletic fashion brands. Hummel, a privately held soccer equipment and fashion company (founded in 1923, it claims to be the world's oldest soccer equipment company) based in Aarhus, Denmark, had sales of \$140 million in 2003. The company (which has no connection to the German figurine manufacturer of the same name—your grandmother probably has some of them) did well in licensing with European team soccer jerseys in the 1970s and 1980s, mainly on the strength of new distinctive design elements such as its military-style chevron design on jerseys sleeves. But now that Nike and Adidas dominate soccer equipment and licensing, Hummel has been forced to re-create the company through fashion initiatives, reviving the retro-polyester styles that made the company hot in the 1970s, distributing products in

Printed Publication No. 2

THIRD EDITION

Principles and Practice of

Sport Management

Edited by

Lisa P. Masteralexis, JD

Department Head and Associate Professor
Department of Sport Management
Isenberg School of Management
University of Massachusetts, Amherst
Amherst, Massachusetts

Carol A. Barr, PhD

Associate Dean for Undergraduate Programs
Department of Sport Management
Isenberg School of Management
University of Massachusetts, Amherst
Amherst, Massachusetts

Mary A. Hums, PhD

Professor
Department of Health Promotion,
Physical Education, and Sport Studies
University of Louisville
Louisville, Kentucky



JONES AND BARTLETT PUBLISHERS

Sudbury, Massachusetts

BOSTON TORONTO LONDON SINGAPORE

World Headquarters

Jones and Bartlett Publishers
40 Tall Pine Drive
Sudbury, MA 01776
978-443-5000
info@jbpub.com
www.jbpub.com

Jones and Bartlett Publishers Canada
6339 Ormindale Way
Mississauga, Ontario L5V 1J2
Canada

Jones and Bartlett Publishers International
Barb House, Barb Mews
London W6 7PA
United Kingdom

Jones and Bartlett's books and products are available through most bookstores and online booksellers. To contact Jones and Bartlett Publishers directly, call 800-832-0034, fax 978-443-8000, or visit our website www.jbpub.com.

Substantial discounts on bulk quantities of Jones and Bartlett's publications are available to corporations, professional associations, and other qualified organizations. For details and specific discount information, contact the special sales department at Jones and Bartlett via the above contact information or send an email to specialsales@jbpub.com.

Copyright © 2009 by Jones and Bartlett Publishers, LLC.

All rights reserved. No part of the material protected by this copyright may be reproduced or utilized in any form, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without written permission from the copyright owner.

This publication is designed to provide accurate and authoritative information in regard to the Subject Matter covered. It is sold with the understanding that the publisher is not engaged in rendering legal, accounting, or other professional service. If legal advice or other expert assistance is required, the service of a competent professional person should be sought.

Production Credits

Acquisitions Editor: Jacqueline Ann Geraci
Production Editor: Tracey Chapman
Associate Editor: Amy L. Flagg
Editorial Assistant: Kyle B. Hoover
Marketing Manager: Wendy Thayer
Manufacturing Buyer: Therese Connell
Composition: Arlene Apone

Cover Design: Anne Spencer
Photo Research Manager and Photographer: Kimberly Potvin
Photo Researcher: Timothy Renzi
Photo Researcher: Lee Michelsen
Cover Image: © Photos.com
Printing and Binding: Malloy, Inc.
Cover Printing: Malloy, Inc.

Library of Congress Cataloging-in-Publication Data

Principles and practice of sport management / [edited by] Lisa P. Masteralexis, Carol A. Barr, Mary A. Hums. – 3rd ed.
p. cm.

Includes bibliographical references and index.

ISBN-13: 978-0-7637-4958-3 (pbk.)

ISBN-10: 0-7637-4958-3 (pbk.)

1. Sports-Management. 2. Sports administration. I. Masteralexis, Lisa Pike. II. Barr, Carol A. III. Hums, Mary A.
GV713.P75 2008
796.06'9-dc22

2007044091

6048

Photo Credits

Unless otherwise noted, photos are © Photos.com. Page 7, Courtesy of Library of Congress Prints and Photographs Division [LC-USZ62-109196 DLC and LC-USZ62-109197 DLC]; p. 9, Courtesy of Library of Congress Prints and Photographs Division, FSA-OWI Collection [LCUSF34-055212-D DLC]; p. 13, Courtesy of Arthur Rothstein, 1915, Office of War Information, Overseas Picture Division, Library of Congress; p. 32, © BananaStock/Alamy Images; p. 34, © John Foxx/Alamy Images; p. 46, Courtesy Jacqueline Geraci; p. 52, © Comstock Image/Getty Images; p. 57, © Tom Hirtreiter/Shutterstock, Inc.; p. 61, © Mike Lüti/Shutterstock, Inc.; p. 67, © Kateryna Potrokhova/Shutterstock, Inc.; p. 74, © David Lee/Shutterstock, Inc.; p. 86, © Photodisc; p. 93, © Photodisc; p. 113, © Photodisc; p. 122, © Photodisc; p. 130-131, Courtesy of GH Welch, November 13, 1920, Library of Congress Prints and Photographs Division; p. 133, Courtesy of Mary Hufford, Archive of Folk Culture, Library of Congress [AFC 1999/008 CRF-MHC101-13]; p. 139, © Photodisc; p. 146, Courtesy of George Grantham Bain Collection, 1915, Library of Congress [LC-USZ62-95947]; p. 148, © Frank Boellmann/Shutterstock, Inc.; p. 155, © Photodisc; p. 159, © Photodisc; p. 172, © Karin Lau/Shutterstock, Inc.; p. 181, © Lance Bellers/Shutterstock, Inc.; p. 185, © Photodisc; p. 190, © Nicholas Rjabow/Shutterstock, Inc.; p. 197, © max blain/Shutterstock, Inc.; p. 228, © James M. Phelps, Jr./Shutterstock, Inc.; p. 236, Courtesy of Harold E. "Red" Grange Collection, Wheaton College (IL) Special Collections; p. 252, © Photodisc; p. 256, © LiquidLibrary; p. 313, © Photodisc; p. 329, © Alamy Images; p. 345, © Todd Taulman/Shutterstock, Inc.; p. 368, © afaizal/Shutterstock, Inc.; p. 399, © foto.fritz/Shutterstock, Inc.; p. 414, Courtesy of Library of Congress, General Collections [LC-USZC4-6145 DLC]; p. 415, © Karen Givens/Shutterstock, Inc.; p. 439, © Dynamic Graphics Group/Creatas/Alamy Images; p. 451, © Stephen Coburn/Shutterstock, Inc.; p. 460, © LiquidLibrary

Printed in the United States of America

12 11 10 09 08 10 9 8 7 6 5 4 3 2 1

■ Possession and Authenticity of Collectibles

Who is the world's most celebrated athlete? If you recall the earlier discussion about endorsements, you might answer Jordan, Woods, or Iverson. But if popularity is measured on the basis of sales of licensed products, the answer would be "the Intimidator," deceased NASCAR legend Dale Earnhardt, Sr. The sale of products licensed to Earnhardt, who did not survive a crash on the final lap of the 2001 Daytona 500, still generates millions in revenues and royalties. In addition, in the months following his death, over 14,000 Earnhardt items were reported for sale on eBay, the online auction Web site. The sales will continue for years, as one licensee looks to get permission from Earnhardt's licensors to produce a series of die-cast collectibles based on cars Earnhardt raced. Indeed, the existence of the lucrative die-cast product line is attributed to the debut of Earnhardt's "Silver Car" in 1995, which began a new era of NASCAR paint themes. Today, die-cast models of the Silver Car remain the hobby's hottest collectible and can sell for as much as \$2,000 (Weir, 2001).

The explosion of the collectible market (which, prompted by advances in technology, evolved from the baseball card collecting of generations gone by) has meant the emergence of new products and concerns over authenticity. Today, fans can buy jerseys worn in games by their favorite players (ranging in price from \$195 to \$12,500), with each jersey security-coded and given a letter of authenticity. Fans can also purchase Ty Cobb's dentures (sold at auction for \$7,475), Houston Rockets guard Steve Francis's tooth (knocked out in an on-court collision, sold for \$101), gum chewed by 2001 World Series hero Luis Gonzalez (sold online for \$10,000), and legendary marketing innovator Bill Veeck's prosthetic leg (also sold for \$10,000). But fans will pay this money only if these products can be proven as authentic. In re-

sponse to this burgeoning market and potential revenues, MLB has implemented a program in which independent observers track jerseys, bats, balls, and bases from the moment they leave the field (Hiestand, 2001, 2002a; Lindgren, 2002).

The most significant case of collectible authenticity and possession surrounded the ball San Francisco Giants outfielder Barry Bonds hit for his record-setting 73rd home run on October 7, 2001. Two fans, Patrick Hayashi and Alex Popov, both claimed ownership of the ball after a mad scramble on a Pacific Bell Ballpark concourse in which several fans were injured. Popov claimed to have caught the ball, but Hayashi emerged from the scrum in possession. After MLB certified the ball as the one Bonds hit, the parties could not settle the dispute for over a year, and went to court for settlement (Smith, 2002). San Francisco Superior Court judge Kevin M. McCarthy ordered the ball to be sold and the proceeds split between the claimants. On the central issue of possession, McCarthy based his decision on the definition proposed by University of California law professor Brian E. Gray, which read, "a ball is caught if the person has achieved complete control of the ball at the point in time that the momentum of the ball and the momentum of the fan while attempting to catch the ball ceases" (Murphy, 2002, p. A18). The ball, which was estimated to be worth between \$1 million and \$2 million, was sold at auction for only \$450,000 to a comic book creator who also paid \$3 million for Mark McGwire's 1998 70th home run ball. Said Hayashi about his legal costs and the proceeds from the sale: "In the end, it's probably going to be a wash" (Johnson, 2003, p. 1C).

■ SUMMARY

This chapter considered two growing and expanding segments of the sport industry: sporting goods and licensed products. Three product

Printed Publication No. 3

SportsCentury Greatest Athletes – Dale Earnhardt

2007 © ESPN, Inc.

Video Transcript: 33:33 – 34:53

Dale Earnhardt: People wanted something with Dale Earnhardt's name on it and wanted a picture, a hat, a t-shirt, hey, I want to be involved with that, it just got bigger and bigger.

Darrell Waltrip: That's where Teresa was able to help Dale the most, I believe, was she's a business person taking the money that Dale made and parlaying it into bigger and better things.

Whit Watson: The whole concept of driver marketing, Dale Earnhardt more or less invented it, he branded motor racing far before anybody else ever thought of it.

Chris Fowler: In 1980, Dale Earnhardt Incorporated was formed. Over the next two decades, its estimated value climbed to a hundred million dollars. He owned the trademark of his signature and called his headquarters "the Garage Majal." Sales of Earnhardt merchandise in 2000 reached \$33 million.

Jeff Gordon: This sport has turned into a big business and Dale, he led the way on that and opened up a lot of doors, a lot of opportunities for a lot of people, me being one of them.

Buddy Baker: You look up in the grandstand and you see this sea of black, you know, the black hat, the t-shirt, the Earnhardt banners and you realize people, they just felt like he's a brother to them, almost.

Printed Publication No. 4

NASCAR ENCYCLOPEDIA

Edited by Peter Golenbock and Greg Fielden

MOTORBOOKS
INTERNATIONAL

Published by MBI Publishing Company,
Galtier Plaza, Suite 200
380 Jackson Street
St. Paul, MN 55101-3885 USA

Original concept developed by Neil Reshen & Dawn Reshen-Doty of Benay Enterprises, Inc.

Copyright © 2003 Benay Enterprises, Inc.

All rights reserved. With the exception of quoting brief passages for the purposes of review, no part of this publication may reproduced without prior written permission of the Publisher.

The information in this book is true and complete to the best of our knowledge. All recommendations are made without any guarantee on the part of the author or Publisher, who also disclaim any liability incurred in connection with the use of this data or specific details.

We recognize that some words, model names and designations, for example, mentioned herein are the property of the trademark holder. We use them for identification purposes only. This is not an official publication.

This publication has not been prepared, approved, or licensed by NASCAR. We recognize, further, that some words, model names and designations mentioned herein are the property of the trademark holder. We use them for identification purposes only. This is not an official publication.

MBI Publishing Company books are also available at discounts in bulk quantity for industrial or sales-promotional use. For details write to:

Special Sales Manager at Motorbooks International Wholesalers & Distributors
Galtier Plaza, Suite 200
380 Jackson Street
St. Paul, MN 55101-3885 USA

ISBN 0-7603-1571-X

Electronic book design and composition by Stephen Ogata

Printed in the United States of America

Copyright Plus

INTRODUCTION

of racers and race fans was brash Darrell Waltrip, who arrived on the NASCAR scene from Nashville with a vocal message to the veterans, "Look out." In one race at North Wilkesboro in 1979, the cocky Waltrip kept ramming into the rear of Bobby Allison's car, warning the veteran driver to move out of his way. On the radio Waltrip's crew chief warned him not to do that, but an arrogant Waltrip, who was nicknamed "Jaws" by Cale Yarborough for his ability to run his mouth, replied, "He'll take it. There ain't nothing he can do about it." About that time Allison let off the gas and let Waltrip pass. Then the angry Allison put the youngster into the wall.

Waltrip would brag that he was better than his older competitors' and in time he was, breaking the monopoly of the older drivers by winning the NASCAR championship in 1981, 1982, and 1985. Though fans booed Waltrip and threw things at him, it was Darrell Waltrip who broke the hold of the older vets and led the way for the new generation of drivers who included Dale Earnhardt, Tim Richmond, Davey Allison, Terry Labonte (1996 and 1984 champion), Mark Martin, Rusty Wallace (1989 champion), Kyle Petty, and Ernie Irvan.

Another driver who began racing in the late 1970s and who made his mark is Bill Elliott, who earned the driving title in 1988. Elliott earned fame by winning The Winston Million—an award of \$1 million for winning three of the Big Four races (Daytona 500, Winston 500, and Southern 500) in 1985. That year he also set the race speed mark of 186.288 miles per hour in winning at Talladega. Elliott, who is from Dawsonville, Georgia, is one of the most popular drivers in racing history.

The Intimidator

Dale Earnhardt, who is loved and hated by more racing fans than any other driver, is the son of Ralph Earnhardt, a champion dirt track racer. Like his father, Dale runs with a fearless intensity that can at times be intimidating. If a driver doesn't get out of his way, Earnhardt has been known to take the air off the offender's spoiler and send him into the wall. His father often told him, "Establish your territory." That's exactly what Earnhardt has done, winning the NASCAR driving championship in 1980, 1986, 1987, 1990, 1991, 1993, and 1994.

Tragedy

The race world was shocked and saddened when two of Earnhardt's top challengers, Alan Kulwicki and Davey Allison, met early deaths in 1993 in separate air accidents. The following year Neil Bonnett died in a crash at Daytona.

In 1990 Alan Kulwicki was offered \$1 million to drive for car owner Junior Johnson, but the brash independent turned down the offer. Said Kulwicki, "I figured I could make pretty good money and be happy running my own team. If I drove for him, maybe I'd be happy and maybe I wouldn't."

Kulwicki, who began driving in 1985 with a used car and two crew members, believed he could win a championship as owner of his own race team. Everyone thought he was foolish not to take the money and run for Johnson. But Alan Kulwicki was a maverick, a racer who listened to his heart, who did things his way. Just two years later Kulwicki was battling Bill Elliott for the title. To win, he needed to finish the final race in Atlanta with

the most laps led, even if Elliott won the race. Elliott did win, but Kulwicki, who led the most laps and finished second, won the title by ten points over Elliott. Said Kulwicki after the race, "When I moved down South years ago, this was my dream. I came here in a pick-up truck and a trailer. I want to thank the many people who helped me along the way."

Alan Kulwicki was the toast of racing, but his reign was short-lived. One of the perks of Kulwicki's winning the championship was that he was given the use of a plane owned by his sponsor, Hooters restaurants. On April 1, 1993, his plane mysteriously crashed en route to the track in Bristol, Tennessee. Kulwicki and three others aboard were killed.

Davey Allison, who was NASCAR rookie-of-the-year in 1987 was well on his way to a driving championship in 1992 when, at Pocono in July, he and Darrell Waltrip collided and Allison's car shot off the track, flipped backwards, and tumbled wildly. He suffered two fractures of his right forearm and a broken right wrist and collarbone. Despite the serious injuries, a valiant Allison was in the car to start the race the following week at Talladega. He let Bobby Hillin take over after the first caution. Then on Friday, August 13, 1992, Davey's brother, Clifford, was killed in a crash at the Michigan International Speedway. Distraught and in mourning, Davey went to Michigan, drove the entire 400-mile race, and finished fifth. Going into the final race of the season in Atlanta, a top-five finish by Allison would have given him the championship, but a collision with Ernie Irvan late in the race eliminated him and allowed Alan Kulwicki to earn the 1992 driving title.

Allison was again in contention to win the championship in 1993, but on June 12, 1993, he was flying his helicopter to the Talladega track when he miscalculated on landing, the copter's back rotor hit a chain-link fence, and the machine fell sideways to the ground, killing him and badly injuring his close friend Red Farmer. The loss of Kulwicki and then Allison in such close proximity cast a pall over the entire sport.

Neil Bonnett, an Alabamian who was like family to the Allisons, began racing in 1973 and won 18 Winston Cup races before his 1990 retirement, which was prompted by a series of serious injuries that put him in the hospital seven years in a row. The crash that sent him into retirement occurred during the 1990 TranSouth 500 at Darlington. Head injuries prevented him from recognizing his family. When he recovered, Bonnett became an integral part of racing's coverage on CBS and TNN, but the lure of the track became too great. In 1993 Bonnett decided to return to racing. On February 11, 1994, while practicing for the Daytona 500, he apparently lost control of his car on the high-banked turn four, skidded almost sideways, and slammed into the outside wall nearly head-on. He suffered massive head injuries and died.

The racing world suffered another blow when Lee Petty died Wednesday, April 5, 2000. He is greatly missed as one of the celebrated legends of stock car racing.

Bonnett's death was particularly painful for his closest friend, Dale Earnhardt. When Earnhardt began the 1994 season, he said over and over again, "I want to dedicate this season to Neil Bonnett." When Earnhardt sped to an easy Winston Cup championship, his seventh, tying Richard Petty for the NASCAR record, he told reporters, "I can't even fish in my own

lake anymore because Neil used to fish there all the time. I've tried and I can't do it."

Meanwhile, the popularity of Dale Earnhardt was transcending the sport. His fans were legendary, but so were his detractors, who took to waving banners that read, "Anybody but Earnhardt."

The Coming of Wonder Boy

If Earnhardt needed a White Knight to compete against his Black Knight image, he found one in 1995 when a 24-year-old cherub by the name of Jeff Gordon surprised everyone by winning the racing championship over the legendary Intimidator. Gordon, who began racing midgeys at age five and who won his first national championship at age eight, became the second-youngest driver after 23-year old Bill Rexford to win a NASCAR driving championship.

Earnhardt heated the rivalry when he went on the Tonight Show with Jay Leno and bragged that he had been the first "man" to win the Brickyard 400.

"Didn't Jeff Gordon win it in the inaugural?" Leno asked.

"Well, Wonder Boy won it first," Earnhardt admitted.

Before the final race at Atlanta, a race that Gordon only had to finish anywhere but last to win the championship, Earnhardt drove past him and gave him the finger.

"I was telling him that he's number one," said Earnhardt. Earnhardt won the race and passed Gordon seventeen times. It didn't matter. Gordon was 1995 champion. Said Earnhardt, "I think they were drinking champagne during the pit stops."

Said Gordon, "I'm sorry if it happened to me too soon. But that's the way it happened. I'd be the first to say I'm blessed. I'm just living my life."

In 1996 Jeff Gordon proved that his ability to win races was no fluke when he won 10 races, but the championship went to his fellow Hendrick teammate, the steadier Terry Labonte. Gordon had finished far back in a half dozen races and trailed Labonte by 47 points entering the final race at Atlanta. When Labonte finished fifth to clinch the racing title and younger brother Bobby won the race, the two brothers celebrated with a joint victory lap. At Atlanta, Gordon fell two laps back when his car began vibrating, then fought his way up to a gutsy third-place finish. A third Hendrick driver, Ken Schrader, finished 12th in the points standings. No other team owner ever had three cars finish so high. During the season Terry Labonte broke Richard Petty's record of competing in 536 straight races. It was 12 years after "The Iceman" won his first Winston Cup championship.

On July 28, 1996, Dale Earnhardt was involved in a horrific crash at Talladega. He suffered a broken sternum and collarbone. He was unable to drive in the Brickyard 500 the next week but returned at Watkins Glen and finished a heroic sixth. At the end of the season team owner Richard Childress made news when he lured Larry McReynolds from the Robert Yates team to be Earnhardt's crew chief. Earnhardt finished fourth in the standings but 330 points back.

Jeff Gordon regained his championship in 1997 at the final race at Atlanta. He needed to finish 18th in the race to win, but had to start the race with a backup car after a collision during

practice. Starting 37th, Gordon drove cautiously, fearful that his right front tire might blow before the finish, and he cruised to a 17th-place finish, edging Dale Jarrett by 14 points and Mark Martin by 29. Gordon won 10 races but none after September 14 at Loudon.

The win by Gordon was particularly gratifying for the Hendrick team because earlier in the season car owner Rick Hendrick had been diagnosed with leukemia. Awaiting a bone marrow transplant, Rick Hendrick watched the race on TV from his home on Lake Norman.

The night before, Gordon told Hendrick, "I'm gonna win this race. I'm gonna make you smile tomorrow."

In 1997 Gordon added a \$1 million bonus from RJ Reynolds for winning three of the big four races, the Daytona 500, the Coca-Cola 600, and the Southern 500. Only Bill Elliott had accomplish the feat before him. Before that only Lee Roy Yarbrough (1969) and David Pearson (1976) won Daytona, Charlotte, and Darlington in a single year.

The Intimidator No Longer

Before the 1997 Southern 500, Dale Earnhardt caused his team members concern when he twice fell asleep behind the wheel waiting for the signal to start the cars. Soon after the green flag dropped, he suffered what appeared to be a seizure and hit the concrete retaining wall. Disoriented, Earnhardt needed two laps to find the pit road. When asked what had happened, the 46-year old legend told owner Richard Childress, "I'm sorry. I saw two race tracks." He was rushed to the hospital, but doctors couldn't find anything wrong with him, and he was released.

Just as perplexing was Earnhardt's inability to win races. Earnhardt finished the season winless, the first time that had happened since 1981, two seasons before he began driving for Richard Childress. Earnhardt finished fifth in the points but 494 points out of first place.

Earnhardt fans wondered whether their hero's winning ways were over. At the same time they, and fans of other drivers, began to loudly voice their disapproval of Jeff Gordon, who was booed before every race. They resented his Generation X youth, were jealous that he was engaged to the beautiful Brooke Sealey, Miss Winston, and were contemptuous of his website that he advertised on the back of his driver's suit. A rival website was set up by the Jeff Gordon Haters of America.

Gordon, meanwhile, in 1998 established himself as the racer to beat when he won the Winston Cup championship for the third time in four years. This time he won in a walk, tying Richard Petty's modern mark of 13 wins in a 33-race season. The win also gave Hendrick Motorsports an unprecedented four straight titles.

"Jeff Gordon is one of the greatest race drivers who has ever been in a car," said Martin, the Winston Cup runner up.

Despite Gordon's dominance, the highlight of the 1998 season occurred at Daytona in February when Dale Earnhardt won the Daytona 500 after 19 frustrating years of trying. The win broke a 59-race streak dating back to March of 1996. Gordon looked like a sure winner until lap 123 when he hit a piece of debris on the track and damaged his front end, ruining the handling of his car. Earnhardt flew by him into the lead. Every fan

INTRODUCTION

at the track wondered, "Can he hang on?" So many times at Daytona Dale hadn't. But a crash near the end of the race ensured that Earnhardt would be the victor. As Earnhardt drove toward Victory Lane, the crews of every race team spilled out of the pits to greet him.

"This is it. This is it. There ain't nothin' gonna top this," Earnhardt said.

Earnhardt was taken to the press room high atop the Winston tower press box, where he watched hundreds of his fans picking up pieces of turf as souvenirs. He waved to them from high above, and they waved back. A few minutes later on the infield his fans arranged themselves into the number three. Then they formed an eight, signifying a wished-for eighth championship. But the Earnhardt-dubbed Wonder Boy, Jeff Gordon, had other ideas.

Gordon, who drove a Chevrolet Monte Carlo, was so dominant that he was criticized not only by rivals driving other brands but by Chevy owners as well. Said Chevy car owner Felix Sabates, "NASCAR should bring a Hummer and make Jeff Gordon drive it. Then the rest of us would have a chance." Jack Roush went so far as to accuse Gordon's race team of soaking his tires in an untraceable chemical to make the car go faster. Gordon's tires were impounded but nothing untoward was found.

Said Dale Jarrett, who finished third in the points standing, "Just the whole year [Gordon] was just too good."

The 1999 Daytona 500 was billed as a battle between the Old Guard and the Upstart, Gordon. The Upstart won, along with a purse of more than a million dollars.

When Gordon won again at Atlanta in mid-March, everyone was willing to concede him another championship, but a series of accidents leading to DNFs at Martinsville, Texas and Talladega put him so far behind Dale Jarrett that he was unable to catch up despite a late-season rush. Hurting the 24 team was an apparent rift between Gordon and his long-time friend and crew chief Ray Evernham. In September 1999 Evernham suddenly left Hendrick Motorsports to run the Dodge reentry program into Winston Cup racing. The spin was that this was an opportunity Evernham couldn't pass up, but when the two also split up their Busch team, Gordon hinted that there may have been a serious problem between them.

Then on October 5, five members of the Rainbow Warrior pit crew left the team and went to work for Robert Yates Racing and Dale Jarrett. The defections left Gordon and his team unsettled in 2000, though morale rose when Gordon won his first two races at Martinsville and Charlotte under the leadership of Brian Whitesell. But that success was short-lived, and Whitesell was replaced by Robby Loomis, who for nine years was the crew chief for Richard Petty.

Joe Gibbs Wins A Title

When 36-year-old Bobby Labonte won the 2000 driving championship over seven-time winner Dale Earnhardt, he and Terry became the first brothers ever to win championships. Bobby was also the first Busch series champion ever to win the Winston Cup prize. His owner, Joe Gibbs, became the only person ever

to win the Lombardi Trophy, given to the coach of a Super Bowl team, and the Winston Cup.

The highlight of the season for Labonte was his win at the Brickyard 400 in August when with 14 laps to go, he bumped aside leader Rusty Wallace in turn three, passed him, and won the race in record time.

Without Ray Evernham and much of his crew, Jeff Gordon was inconsistent and finished ninth.

A Dark Day

When Michael Waltrip crossed the finish line of the Daytona 500 on February 18, 2001, it was the happiest day of his life. Television viewers could see the tears streaming down his face as he and DEI teammate Dale Earnhardt Jr. finished the race one-two.

But behind him Dale Earnhardt's car collided with Sterling Marlin and after bouncing off Ken Schrader, slowly began sliding toward the outside wall. When the black number three Goodwrench Chevrolet hit the wall head-on, everyone held his breath. The ambulance drove onto the track. Crew members yelled for Dale to respond. All was silent. Earnhardt was considered invincible, a god. But it turned out he was only human. Experts said he died instantly. The sport would never be the same again. The entire NASCAR nation mourned, and it has not stopped mourning to this day.

By the end of the 2001 season NASCAR had mandated the HANS device, a safer head restraint. The only complaint came from driver Tony Stewart, who said it was "ridiculous and unfair."

Seventeen different drivers won races in 2001. Jeff Gordon, at age 30, won his fourth driving championship. Only Richard Petty and Dale Earnhardt, with seven titles, had won more. Married to the former Miss Winston, NASCAR was hoping Gordon would take Earnhardt's role of ambassador at large. But that honor would be bestowed not on Gordon but on Dale Earnhardt Jr., who displayed the same charisma of his father, returning to Daytona and leaving not a dry eye in the house when he won the Firecracker 500. In 2001 Dale Jr. became the most popular driver on the circuit. Little E, as he is called, has made stock car racing "cool."

Tony Stewart, who finished second to Gordon in the points standings, was another of the young Turks. Stewart gave notice that he didn't believe in the old-school notions of willingly signing autographs for fans and answering questions from reporters. Stewart constantly complained about the fans in the garage area and once knocked a tape recorder out of a reporter's hand and gave it a kick. Times have changed. Richard Petty no longer is the role model. The King is dead. Long live the King.

The 2001 season was marked by an incident after the Bristol race when the hair-triggered Stewart plowed into Jeff Gordon on pit row. Gordon had spun Stewart to gain position, and Stewart was furious. NASCAR fined Stewart \$10,000 and placed him on probation for the rest of the season.

In 2002 car owner Joe Gibbs proved that his win in 2000 with driver Bobby Labonte was no fluke when Stewart edged veteran Mark Martin for the driving championship. During the year Stewart twice was accused of assaulting photographers after

aces. He was placed on probation and fined \$50,000 for one incident and cleared of the other by NASCAR officials. At the end of the season NASCAR announced it would limit access to the garage area by fans and media.

When Stewart began the season with a blown engine after only two laps at Daytona, then suffered through five DNFs, most everyone wrote him off. At midseason he wasn't even ranked in the top ten.

In late September, 10 drivers were still in the hunt for the championship. But then on September 29 points leader Sterling Marlin crashed and fractured his neck at Kansas City, and on October 6 Stewart took the points lead after the two drivers he was chasing, Martin and rookie Jimmie Johnson, collided on the pace lap before the green flag at Talladega. Stewart finished second that day to Dale Earnhardt Jr.

Stewart's main rival, Jeff Gordon, who was being sued for divorce by his wife Brooke, ended a 31-race winless streak at Bristol on August 24 and then won again at Darlington, and his fans wondered whether The Rainbow Warrior would make a late-season charge for the title.

Stewart went into the final race with a 89-point lead over Mark Martin. He had been aided by a 25-point penalty assessed

to Martin's car after the race at Rockingham when inspectors discovered an unapproved spring. When Stewart finished 18th and Martin finished 4th at Homestead in the finale, Martin was 38 points short, and the reincarnation of A.J. Foyt, Stewart's boyhood hero, was the new champion.

As NASCAR enters the new millennium, the signs are everywhere that the financial stakes will continue to rise dramatically. Donald Trump bid \$55 million to develop a site on eastern Long Island for a NASCAR superspeedway. Ted Turner won a \$130 million contract to build a track in Kansas City. The biggest deal of them all was for \$2.4 billion (\$400 million for six years) in which NBC, Fox, and their cable partners will pay NASCAR to broadcast Winston Cup races. It quadruples what NASCAR had been paid in the past.

The only negative news was that RJ Reynolds announced it would soon end its long association with NASCAR. The company, which had injected hundreds of millions of dollars into the sport, announced it intended to go in a different direction. In mid-June 2002, the announcement was made that NEXTEL stepped up to the plate with a deal reported to be worth \$75 million a year for 10 years to take over Winston's role as the primary sponsor of NASCAR.

Printed Publication No. 5

VOLUME 9

Desert to Egret

DAMS REF

AE5

.E333

R005

v. 9

c. 2

ENCYCLOPEDIA
AMERICANA
INTERNATIONAL EDITION

COMPLETE IN THIRTY VOLUMES

FIRST PUBLISHED IN 1829

Scholastic Library Publishing, Inc.
Danbury, Connecticut

08.05.05

COPYRIGHT © BY SCHOLASTIC LIBRARY PUBLISHING, INC.: 2005, 2004

COPYRIGHT © BY GROLIER INCORPORATED:

2003, 2002, 2001, 2000, 1999, 1998, 1997, 1996, 1995,
1994, 1993, 1992, 1991, 1990, 1989, 1988, 1987, 1986,
1985, 1984, 1983, 1982, 1981

COPYRIGHT © BY AMERICANA INCORPORATED:

1980, 1979, 1978, 1977, 1976, 1975, 1974, 1973, 1972,
1971, 1970, 1969, 1968, 1967, 1966, 1965, 1964, 1963,
1962, 1961, 1960, 1959, 1958, 1957, 1956, 1955, 1954,
1953, 1952, 1951, 1950, 1949, 1948, 1947, 1946, 1945,
1944, 1943, 1942, 1941, 1940, 1939, 1938, 1937, 1936,
1932, 1931, 1929, 1927

COPYRIGHT © BY ENCYCLOPEDIA AMERICANA CORPORATION:
1924, 1922, 1920, 1918

COPYRIGHT © PHILIPPINES BY SCHOLASTIC LIBRARY PUBLISHING,
INC.: 2005, 2004

COPYRIGHT © PHILIPPINES BY GROLIER INTERNATIONAL, INC.:

2003, 2002, 2001, 2000, 1999, 1998, 1997, 1996, 1995, 1994,
1993, 1992, 1991, 1990, 1989, 1988, 1987, 1986, 1985, 1984,
1983, 1982, 1981, 1980, 1979, 1978, 1977, 1976, 1975, 1974,
1973, 1972

COPYRIGHT © REPUBLIC OF CHINA BY SCHOLASTIC LIBRARY PUBLISHING,
INC.: 2005, 2004

COPYRIGHT © REPUBLIC OF CHINA BY GROLIER INTERNATIONAL, INC.:

2003, 2002, 2001, 2000, 1999, 1998, 1997, 1996, 1995, 1994, 1993,
1992, 1991, 1990, 1989, 1988, 1987, 1986, 1985, 1984, 1983, 1982,
1981, 1980, 1979, 1978, 1977, 1976, 1975, 1974, 1973, 1972

COLOR MAPS © HAMMOND WORLD ATLAS CORP. All rights
reserved.

ELACS © MAPQUEST.COM, INC. Unauthorized use, including copy-
ing, is expressly prohibited.

All rights reserved. No part of this book may be
reproduced or transmitted in any form by any
means—electronic, mechanical, or otherwise—
whether now or hereafter devised, including pho-
tocopying, recording, or by any information stor-
age and retrieval system, without express written
prior permission from the publisher.

Library of Congress Cataloging-in-Publication Data

Main entry under title:
Encyclopedia Americana.—International ed.

p. cm.
"First published in 1829."

Includes bibliographical references and index.

ISBN 0-7172-0138-4 (alk. paper)

1. Encyclopedias and dictionaries. I. Scholastic Library Publishing.

AR5.E333

2004015395

031-dc22

Printed and Manufactured in the U.S.A.

EARL, the oldest English title of nobility, ranked in the modern peerage between marquess and viscount. The dignity is equivalent to the continental European "count." The wife of an earl bears the title of countess.

The word *earl* is related etymologically to the Norse and Danish word *jarl*, meaning hereditary chieftain. Originally it meant simply a nobleman, one who possessed five hides (or about 600 acres) of land. From the reign of King Alfred (871-899) certain of these noblemen received responsibility for governing the various administrative districts, or shires, into which England was being divided. These royal officials were known as ealdormen until the reign of Canute (1016-1035), when the title of earl was created for them. In Anglo-Saxon England each ealdorman served with the local bishop and sheriff as one of the presidents of the shire court.

The jurisdictions of the Anglo-Saxon ealdormen were not coterminous with the counties, and before the Norman Conquest there were always fewer ealdormen than there were shires. In fact, the number of earls had so diminished and their individual powers so increased by 1066 that they virtually controlled the central government. William the Conqueror recognized the dangers of this system, and it was he who equated the earldoms with the counties. From his time the office became more and more an honor, rather than an administrative position. In 1328 the first earldom (that of March) that did not carry a county jurisdiction was created. In modern Britain the heir of a duke or marquess receives the courtesy title of earl.

JOHN FERGUSON, *Smith College*

EARL, Ralph (1751-1801), American painter whose finest portraits, consciously modeled after those of John Singleton Copley, have a ruggedly provincial style that places them among the most distinctive work done by an American in the late 18th century. Earl (also spelled Earle) was born in Worcester county, Mass., on May 11, 1751, and grew up in Leicester, Mass. By 1774 he had a New Haven, Conn., studio, where he painted Roger Sherman's portrait (Yale University Art Gallery).

A Loyalist, Earl fled to London in 1778, where he studied with Joshua Reynolds and Benjamin West, an experience that increased his facility but did not significantly affect his style, and exhibited at the Royal Academy. He returned to Boston in 1785, moving to New York City later that year. For a time he was in a debtor's prison owing to excessive drinking and profligate spending. He then resumed his itinerant practice, mostly traveling throughout New England. During the last decade of his life, his works largely showed a blend of skillful and naive qualities. Earl died in Bolton, Conn., on Aug. 16, 1801.

Among Earl's other portraits are *William Carpenter* and *Mary Carpenter* (both 1779; Worcester Art Museum); *Lady Williams and Child* (1783; Metropolitan Museum of Art, New York City); *Admiral Kempenfelt* (1783; National Portrait Gallery, London); *Chief Justice and Mrs. Oliver Ellsworth* (1792; Wadsworth Atheneum, Hartford, Conn.); and *Mrs. Richard Alsop* (1792; Smithsonian American Art Museum, Washington, D.C.).

CHARLES H. ELAM, *Editor of "The Peale Family"*

Bibliography: Kornhauser, Elizabeth Mankin, et al., *Ralph Earl: The Face of the Young Republic* (Yale Univ. Press 1991).

EARLY, Jubal Anderson, úr'lē (1816-1894), American Confederate general famous for his daring advance on Washington in 1864. Born in Franklin county, Va., on Nov. 3, 1816, Early graduated from the U.S. Military Academy at West Point in 1837 and served briefly in the Seminole War. For the next 23 years, except for service in the Mexican War, he was a lawyer in Rocky Mount, Va.

When the Civil War came, Early sided with his state. At the First Battle of Bull Run, Early, then a colonel, led the brigade whose arrival won the day for the South. Promoted to brigadier general, he fought with the Army of Northern Virginia as a brigade commander at the Second Battle of Bull Run and at Antietam and as a division commander at Fredericksburg. He fought at Chancellorsville, Gettysburg, the Wilderness, and Spotsylvania as a major general. In June 1864 Early, now a lieutenant general, was sent to clear Union forces from the Shenandoah Valley. Having accomplished this, he crossed the Potomac, won a victory at the Monocacy River on July 9, and marched toward Washington. His purpose was not to capture the city but to relieve pressure on Petersburg. Union troops were rushed to Washington, and Early withdrew, his mission accomplished. His outnumbered forces were subsequently beaten by Maj. Gen. Philip H. Sheridan at the Battle of Cedar Creek on Oct. 19, 1864.

After the war Early's brief and self-exculpatory *Memoir of the Last Year of the War for Independence in the Confederate States of America* (1866) became the first published Civil War memoir by an important actor in the conflict. In it Early established the conventions of the "Lost Cause" school of Civil War historiography, which emphasized Southern honor and made a paragon of Lee. Early lived in Mexico and then Canada, but in 1869 he returned to Lynchburg, Va., and practiced law. Early died there on March 2, 1894.

JOSEPH B. MITCHELL

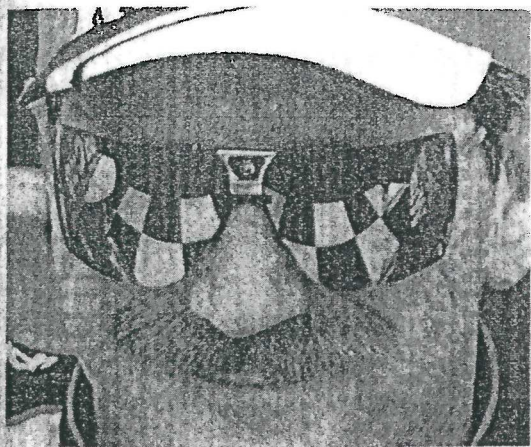
Author of "Decisive Battles of the Civil War"

Bibliography: Cooling, B. Franklin, *Jubal Early's Raid on Washington 1864* (1989; reprint, Nautical & Aviation Pub. Co. 1995); Gallagher, Gary W., *Jubal A. Early, The Lost Cause and Civil War History: A Persistent Legacy* (Marquette Univ. Press 1995); Vandiver, Frank E., *Jubal's Raid* (1960; reprint, Univ. of Notre Press 1992).

EARNHARDT, Dale, úrn'härt (1951-2001), American automobile racer who was perhaps the best-known driver on the NASCAR (National Association for Stock Car Auto Racing) circuit and who is credited with helping to popularize the sport. Even nonracing fans are familiar with his name. Earnhardt's celebrity status was approaching a zenith when he was killed in an accident on the final lap of the 2001 Daytona 500.

Ralph Dale Earnhardt was born in Kannapolis, N.C., on April 29, 1951. He began racing stock cars at the age of 14, and he was named top rookie driver in 1979, achieving his first victory at the Southeastern 500 in Bristol, Tenn. He then became the first driver ever to take rookie honors one year and the NASCAR championship the next. Aggressive and relentless, Earnhardt was known as "The Intimidator"; he was unafraid of bumping other cars that got in his way, and he never backed away from a wheel-to-wheel battle.

Driving his famous black number 3 car, Earnhardt won the NASCAR Winston Cup points championship seven times (1980, 1986, 1987, 1990, 1991, 1993, 1994), a record he shares with Rich-



© TERRY RENNA/AP/WIDE WORLD PHOTOS

Dale Earnhardt, a renowned driver on the NASCAR circuit, had a career 76 victories at the time of his fatal accident.

and Petty. He was also the first driver to win the Winston Select three times (1987, 1990, 1993). In 1998, on his 20th attempt, Earnhardt finally won the Daytona 500, which is considered the premier NASCAR event. He had come close before, having been runner-up in 1993, 1995, and 1996, each time losing by fractions of a second. When his fatal accident occurred, on Feb. 18, 2001, he was running third in the race, holding off other competitors in favor of the eventual winner, Michael Waltrip, who was driving a car owned by Earnhardt, and second-place finisher, Dale Earnhardt, Jr., who was 26 at the time of his father's death.

In his NASCAR Winston Cup career, Earnhardt totaled 676 starts, the last 649 of which were in consecutive races; the 76th and final victory of his career came in October 2000, at the Winston 500 in Talladega, Ala. At the time of his death, he was the leading all-time money winner in motor sports, having exceeded \$41 million in earnings.

DANIEL J. DOMOFF

EARP, Wyatt, 1848–1929, American gunfighter. Wyatt Berry Stapp Earp was born in Monmouth, Ill., on March 19, 1848. Lean and ordinary in appearance, he was elected town constable of Lamar, Mo., in 1870 but was driven out of town after the suspicious death of his young wife. Arrested for horse stealing in Indian Territory (Oklahoma), he jumped bail and hid out for a time in Texas before being employed in the cow capitals of Kansas to help keep the peace. Forced out of Dodge City, he moved on to Tombstone, Ariz.

Briefly a deputy sheriff in Tombstone, Earp quit to pursue silver prospecting. The classic Oct. 26, 1881, gunfight at the O. K. Corral, pitting Wyatt, Virgil, and Morgan Earp and the picturesque John H. ("Doc") Holliday against the Clantons and the McLaury's, prominent ranchers, was partly a fight between sheepmen and cattlemen but may have been set off by an excess of alcohol in Ike Clanton's system. Within 60 seconds one Clanton and two McLaury's were killed; Holliday and Earp's brothers were wounded. Was it murder, or did the Earps save Tombstone? Scholars still disagree. Earp survived several later gunfights and gold rushes. He died in Los Angeles on Jan. 13, 1929.

JOE B. FRANTZ*

University of Texas

EARRINGS, ear ornaments usually suspended by a curved hook through a hole pierced in the earlobe. Many present-day earrings are made for unpierced lobes and are held in place by a spring clip or a screw device. Earrings have been made since prehistoric times, and, except in parts of the Orient, they have been almost exclusively a form of feminine adornment. In addition to earrings there have been other types of ear ornamentation; for example, some primitive tribes use earplugs to distend the lobes.

Ancient Types. One of the earliest records of earrings, in Genesis, indicates that the earrings belonging to Jacob's family were valued as a talisman or amulet. The earliest surviving earrings, discovered at Ur in Mesopotamia and dating to about 3500 B.C., are large hollow tapered hoops. Egyptian earrings of this time were made of gold and silver combined with such stones as amethyst, turquoise, garnet, and jasper. The hoop earring also appeared in the earliest Greek period (2500–1600 B.C.). During the late Minoan and Mycenaean periods (1600–1100 B.C.) the ends of the earrings were wound into spirals, which came to represent horns when a conical addition transformed the ring into the shape of a bull's head. A more elaborate form was a crescent with a scalloped edge and granular decoration.

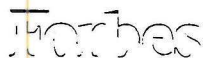
In the great age of Greece (600–475 B.C.), when gold was plentiful, workmanship became increasingly expert, with the result that there were many different shapes and considerable elaboration. For example, the plain boat shape of earlier earrings assumed the form of a real boat containing a human figure or various animals. The pendant earring, popular in late classical times (475–330 B.C.), consisted of complex shoulder-length objects with dangling chains, rosettes, or other forms suspended from a large decorated disk. Studlike earrings were formed by disks on either side of the lobe connected by an interlinking tube.

The Etruscans (7th to 5th centuries B.C.) made gold earrings with delicate filigree work often inlaid with stones. A style introduced late in the period consisted of a tubular ring with an animal-head finial. Roman jewelry derived from Etruscan and Hellenistic prototypes. Plain hoop earrings continued to be worn, as did those with animal finials, but more typical was a ball type—a hemisphere suspended on a hook. This was later superseded by a pendant earring consisting of a bezel-set stone suspended from another stone, or a stone set above a horizontal bar holding pendant stones.

Byzantine and Medieval Types. Byzantine earrings were basically Roman styles in a much elaborated form: cascades of flashing gems in long pendants are typical of the Byzantine love of ostentation. During the medieval period in northern Europe earrings were rarely more than a simple metal ring, perhaps with a bead of colored glass attached. Earrings disappeared during the later medieval period when women wore their hair in long braids or covered their heads.

Renaissance and Later Types. The renewed interest in antiquity during the Renaissance brought earrings into favor once more as a form of personal adornment. However, extreme elaboration was concentrated mainly upon such pieces as necklaces, brooches, and belts, and earrings were more than likely simple pendants of gold occasionally enriched with enamel or with drop pearls. The complexity of contemporary headdresses probably

Printed Publication No. 6



New Posts

Most Popular Lists

Highest-Paid Athletes Most Powerful

Video

The World Cup

12 Stocks to BUY for 2014

Log in | Sign up | Connect

> | Help

Edited by Betsy Schiffman



8/12/2002 @ 12:00PM

Top-Earning Dead Celebrities

One might not think of death as an optimal career move, but for some celebrities, crossing over to the far side doesn't hurt their income in the least.

Take Tupac Shakur Tupac Shakur . The infamous rapper was gunned down in Las Vegas six years ago at age 25, but last year he sold 2.7 million albums and earned an estimated \$7 million. In fact, Shakur—who had recorded some 200 unreleased tracks at the time of his murder—has put out more albums dead than alive.

CLICK HERE FOR A SLIDE SHOW OF
THE TOP EARNING
DEAD CELEBRITIES

Forbes Richest Deceased Celebrities

Rank	Name	Earnings (\$mil)
1	Elvis Presley	\$37
2	Charles Schulz	28
3	John Lennon	20
4	Dale Earnhardt	20
5	Theodor "Dr. Seuss" Geisel	19
6	George Harrison	17
7	J.R.R. Tolkien	12
8	Bob Marley	10
9	Jimi Hendrix	8
10	Tupac Shakur	7
11	Marilyn Monroe	7
12	Jerry Garcia	5
13	Robert Ludlum	5

But 25 years after his death, Elvis Presley Elvis Presley remains the undisputed king of the crypt. A funkied-up version of "A Little Less Conversation" was featured in a World Cup television ad in June and spent four weeks as the No. 1 single in the U.K. The single netted the estate about \$4 million and helped offset dipping attendance at Graceland. All together Elvis earned around \$37 million, easily besting Peanuts cartoonist Charles Schulz Charles Schulz (\$28 million) for the top spot on our list.

To compile our definitive list, four reporters looked at dozens of estates and spent countless hours interviewing surviving family members, lawyers and estate administrators. Drawing on Forbes' 18 years of wealth-estimating experience, our reporters calculated pretax earnings to the estate from licensing agreements, and book and record sales, for the 12-month period from June 2001 to June 2002. In cases where the income to the estate was

18

1

Tweet

0

0

Also On Forbes

Why The World's Dumbest Idea Is (Finally) Dying

Most Read on Forbes

[NEWS](#) [People](#) [Places](#) [Companies](#)

Facebook Manipulated 689,003 Users' Emotions For Science +70,163 views

CNBC Host Accidentally Outs Apple CEO Tim Cook As Gay +55,310 views

Employees Who Stay In Companies Longer Than Two Years Get Paid 50% Less +46,369 views

Paul Krugman's Truth-Twisting on Obamacare: A Neverending Story +38,475 views

Top 100 Inspirational Quotes +25,862 views

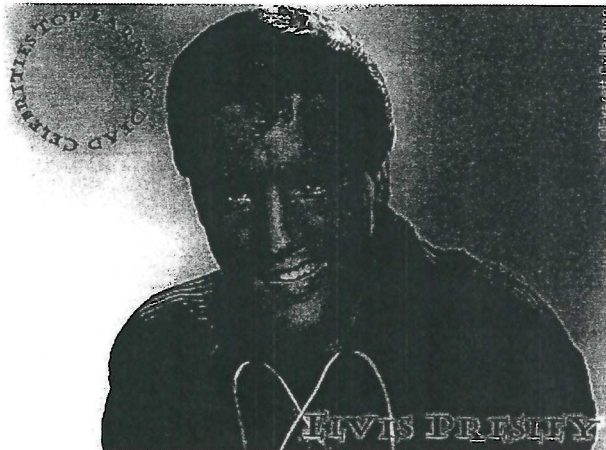
spilt among several entities—as with Lucille Ball Lucille Ball , who splits her earnings from *I Love Lucy* with Desi Arnaz Desi Arnaz and CBS —we considered only that which the actual ranked celebrity would have earned.

It's been a good year for the dead. Last year, in order to make our list, dead celebrities had to earn a minimum of \$3 million in income, and the average earning was nearly \$11.5 million. This year, the poorest of the bunch— Robert Ludlum Robert Ludlum and Jerry Garcia Jerry Garcia —each made \$5 million, and the average shot up to \$15 million.

James Dean James Dean , who died in 1955 and went on to become an American icon, barely made it to the list last year, with a modest income of \$3 million. This year, he got the squeeze from mega-earner newcomers such as Dale Earnhardt Dale Earnhardt , whose estate pulled in about \$20 million, and Robert Ludlum, who earned about \$5 million with the release of a new novel, *Sigma Protocol*, and the film adaptation of his 22-year-old novel, *The Bourne Identity*.

Even though Dean got kicked off the list, he's in good company: Pop artists Andy Warhol Andy Warhol and Keith Haring Keith Haring also got the boot.

**CLICK HERE TO VIEW
THE RECENTLY DEPARTED
CELEBRITIES SLIDE SHOW**



EARNINGS: \$57 MILLION
DATE OF DEATH: AUGUST 16, 1977
AGE: 42
CAUSE: HEART ATTACK
SURVIVED BY: DAUGHTER, LISA-MARIE;
EX-WIFE, PRISCILLA PRESLEY

Twenty-five years after his death, Elvis is still the King. A funky-up version of "A Little Less Conversation" was introduced in a Nike World Cup ad and hit No. 1 in the U.K. soon after—a spot it held for four weeks. Not bad for a song which was quickly forgotten after it came out in 1969. The single helped net the estate about \$4 million and could not have come at a better time: Graceland, which has seen attendance dip in recent years, is looking to attract a younger crowd. Next up: A new four-CD box set, *Elvis: Today, Tomorrow, & Forever*, with previously unreleased tracks and an album of Elvis' 30 number one hits, will hit shelves in September. —Davide Dukcevic

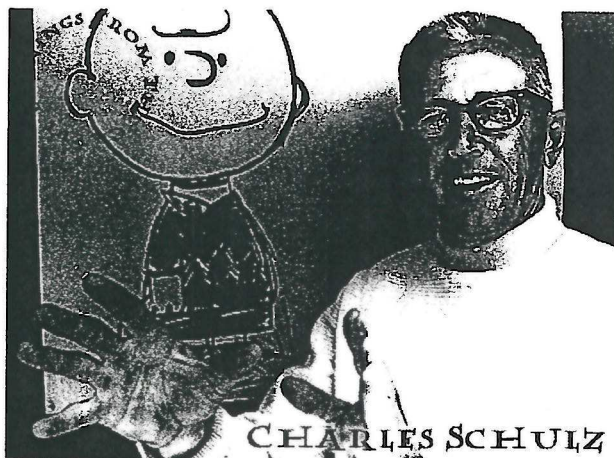
Forbes Richest Deceased Celebrities



Who Just Made A Billion Dollars?

Track the biggest winners and losers among the 50 richest people on the planet.

See who's up and who's down »



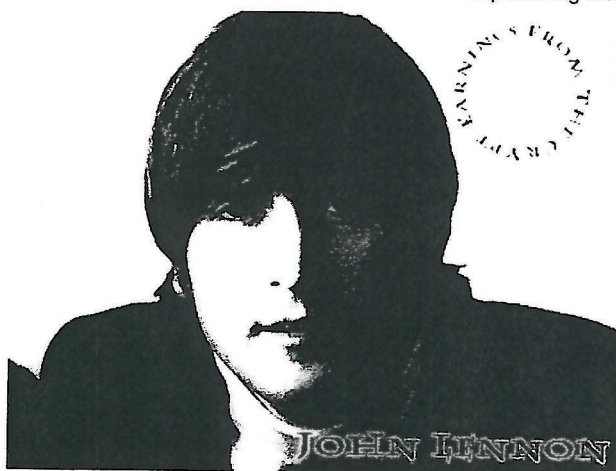
CHARLES SCHULZ

EARNINGS: \$28 MILLION
DATE OF DEATH: FEBRUARY 12, 2000
AGE: 77
CAUSE: COLON CANCER
SURVIVED BY: WIFE JEAN SCHULZ;
THREE SONS AND TWO DAUGHTERS

Charlie Brown failed to get the attention of the little red-headed girl, but he certainly succeeded in gaining the attention of the rest of the world. Charles Schulz's "Peanuts" strip is still carried in nearly all of the 2,600 newspapers that carried it at the time of Schulz's death in 2000. The franchise has sales of nearly \$1.2 billion—and it's growing. Using the same team of animators—minus Schulz—ABC rolled out a new Peanuts Valentine's Day special this spring and Peanuts-themed retail stores are opening around the world. All this is on top of continuing revenue from classics like *A Charlie Brown Christmas*. The Schulz estate gets about 50% of all licensing and merchandising profits in addition to a slice of licensing revenue, bringing the cartoonist's annual income to about \$28 million. —Betsy Schiffman

Forbes Richest Deceased Celebrities



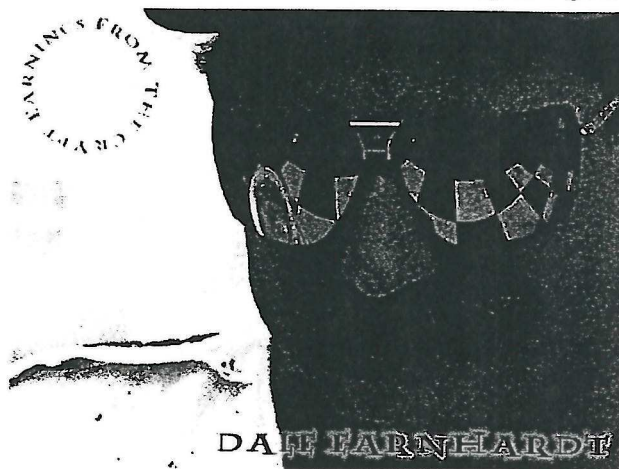


EARNINGS: \$20 MILLION
DATE OF DEATH: DECEMBER 8, 1980
AGE: 40
CAUSE: SHOT BY DERANGED FAN
SURVIVED BY: WIFE YOKO ONO;
SONS SEAN AND JULIAN

Turns out “Strawberry Fields” is actually filled with diamonds. Lennon makes more than his fellow Beatle—and crypt newcomer—George Harrison primarily due to publishing revenue from his prolific song-writing partnership with Paul McCartney Paul McCartney . Plus Lennon’s legacy has proven to be lucrative not just because of his music, but also thanks to his artwork. The estate licenses signed prints of Lennon’s work, and there’s even a line of kids’ toys and clothes called Real Love, based on drawings that John did to help son Sean learn to read. Not one to be idle, even while dead, John’s estate launched a new line of sterling silver jewelry in partnership with jewelry manufacturers JewelAmerica this past spring. —*Penelope Patsuris*

Forbes Richest Deceased Celebrities





EARNINGS: \$20 MILLION
 DATE OF DEATH: FEBRUARY 18, 2001
 AGE: 49
 CAUSE: CAR CRASH AT DAYTONA 500
 SURVIVED BY: WIFE, TERESA; SON, DALE JR.; SON, KERRY; DAUGHTER, KELLY; DAUGHTER, TAYLOR NICOLE

The only athlete on our list, NASCAR driver Dale Earnhardt's income hasn't slowed a bit since he was killed in a crash during the final lap of the 2001 Daytona 500. Grief-stricken Earnhardt fans have snapped up everything from license-plate frames and scale replicas of his famous number three Goodwrench car to Nokia cell phones emblazoned in his honor. Earnhardt's son, Dale Earnhardt Jr. , is carrying on Dad's legacy with a vengeance. The 27-year-old driver was the first rookie ever to win the Winston All-Star race and his No. 8 Budweiser team has raked in nearly \$9 million in winnings in two full years of Winston Cup competition. —Penelope Patsuris

Forbes Richest Deceased Celebrities



Printed Publication No. 7



Dulcolax Gentle Stool Softener Liquid
Gels - 25 Count

\$5.09



Dulcolax® Laxative Tablets for Women
- 25 Count

\$4.49

WHO WE ARE FAQ EMAIL TEAM ANNOY

CHECK OUT YEARS IN REVIEW: 2001-2013

AmIAnnoying.com

Dedicated to the
Memory of Bruce

Follow us on
twitter

Random
Voting

Index of
Celebrities

Recently Added
Celebrities

Rankings: Most &
Least Annoying

Annoying
Collections

Quiz: Are YOU
Annoying?

Annoyatorium
Forum

Search Celebrities
(By Last Name)

Go

Advanced Search

Search Collections

Go

Advertising

Advertise With Us!

In The News

Ann Coulter

Eli Wallach

Howard Baker,
Jr.

John Boehner

Bobby Womack

Tim Lincecum

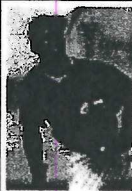




Caleb Bankston

Other Recent...

Forbes' Celebrity 100 Power Ranking [1999]

Status --> Forbes

This Category is Ranked. Sort by Ranking Based on Votes by clicking on **Vote Ranking**.
Sort by the Collection's Ranking by clicking on **List Ranking**.

Vote Ranking	List Ranking		
58	1	Michael Jordan Basketball Player 51.03% (99 of 194 votes)	
3	2	Oprah Winfrey TV Personality 77.06% (1189 of 1543 votes)	
26	3	Leonardo DiCaprio Actor 61.18% (465 of 760 votes)	
68	4	Jerry Seinfeld Comedian 50.0% (42 of 84 votes)	
17	5	Steven Spielberg Filmmaker 63.31% (88 of 139 votes)	
5	6	Spice Girls Musicians	

Annoying
Collections

Born on the 4th
of July

Served in the
American
Revolution
[1775-89]

Signers of the
Declaration of
Independence

I Died on the
Fourth of July

I Portrayed
George
Washington

More
Collections...

Homeschool
Textbooks

● hmhco.com/Ho...

Shop Major Brands
Like Saxon Math.
Shop All Grades &
Subjects Today!

Recently Added
Collections

Stanley Cup
Clinching Goal
Scorers

Gilligan's Island

I Attended
University of
Montana

I Appeared in
Pharrell Williams'
'Happy' Music
Video [2013]

Firefly

I Portrayed
Ludwig van
Beethoven

EMGN's 16

Now!

LIMITED TIME ONLY!

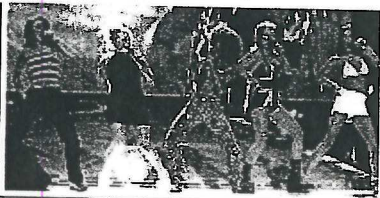








OUR FASTEST SERVICE NOW
STARTING AT **\$1**^{FREE}

ONLINE IN MINUTES™
ACROSS TOWN OR AROUND THE WORLD

Send Money Now

WESTERN UNION **WU**

www.westernunion.com

		75.00% (21 of 28 votes)	
52	7	Harrison Ford Actor 51.72% (45 of 87 votes)	
78	8	Robin Williams Comedian 48.00% (24 of 50 votes)	
39	9	Celine Dion Vocalist 56.03% (65 of 116 votes)	
60	10	Rolling Stones Musicians 50.50% (51 of 101 votes)	
28	11	James Cameron Filmmaker 60.71% (17 of 28 votes)	
89	12	Tom Hanks Actor 37.90% (401 of 1058 votes)	
77	13	Helen Hunt Actress 48.00% (36 of 75 votes)	
20	14	Garth Brooks Vocalist 62.16% (23 of 37 votes)	

Celebrities That Never Smile

10 Most Influential Saints

Listverse's Top Ten Dracula Portrayals

Swiftie Sorority

I Portrayed a Mummy

25 Most Adapted Authors in Film

Hammer Horror

I Portrayed Mary Shelley

Major League Baseball's All-Star Game - Honorary First Pitches

Fawlty Towers

Blue Bloods

Profiles 35501-35750

Boys & Girls Club 'Great Futures Start Here' PSA [2014]

I Have a Transatlantic Accent

I Appeared in Vince Gill's 'Don't Let Our Love Start Slippin' Away' Video [1992]

Churchill Family

C. Fishel's Profiles [Series 53]

People Magazine's World's Most Beautiful People [2014]

Time Magazine's 100 Most Influential People of 2014 [April 2014]

I Have Kidney Stones




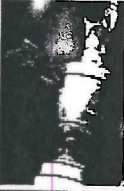





I Turned Down a Knighthood



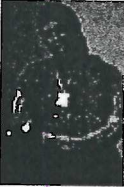






I am a Baha'i









Celebrity Winery Owners

Model Railroaders

More Collections...

16	15	John Travolta Actor 66.40% (83 of 125 votes)	
38	16	Mel Gibson Actor 56.70% (55 of 97 votes)	
87	17	Brad Pitt Actor 41.33% (1077 of 2606 votes)	
4	18	Tiger Woods Golfer 75.31% (2285 of 3034 votes)	
44	19	Diddy (Sean Combs) Vocalist 54.46% (55 of 101 votes)	
57	20	Will Smith Vocalist 51.43% (36 of 70 votes)	
18	21	Eddie Murphy Comedian 63.11% (65 of 103 votes)	
12	22	Jim Carrey (Comedian) Comedian 66.96% (150 of 224 votes)	
45	23	Mark McGwire Baseball Player 53.33% (8 of 15 votes)	

13	24	Dennis Rodman Basketball Player 66.93% (338 of 505 votes)	
70	25	Tim Allen Comedian 50.0% (13 of 26 votes)	
35	26	Master P Vocalist 57.45% (27 of 47 votes)	
8	27	Stephen King Author 69.58% (167 of 240 votes)	
51	28	Nicolas Cage Actor 51.85% (28 of 54 votes)	
67	29	Drew Carey Comedian 50.0% (12 of 24 votes)	
90	30	Michael Crichton Author 33.33% (3 of 9 votes)	
32	31	Martha Stewart TV Personality 58.56% (65 of 111 votes)	
50	32	Kevin Costner Actor 52.00% (13 of 25 votes)	
27	33	Sammy Sosa Baseball Player 60.94% (39 of 64 votes)	

		votes)	
2	34	Chris Carter Producer 80.0% (4 of 5 votes)	
22	35	Ken Griffey, Jr. Baseball Player 62.00% (31 of 50 votes)	
65	36	Andre Agassi Tennis Player 50.0% (8 of 16 votes)	
24	37	Howard Stern King of All Media 61.79% (283 of 458 votes)	
6	38	Dale Earnhardt Auto Racer 70.51% (55 of 78 votes)	
37	39	Larry David Comedian 57.14% (4 of 7 votes)	
43	40	Michael Schumacher Auto Racer 54.55% (6 of 11 votes)	
34	41	Metallica Musicians 57.58% (19 of 33	

WHO WE ARE FAQ EMAIL TEAM ANNOY

CHECK OUT YEARS IN REVIEW: 2001-2013

AmIAnnoying.com

Dedicated to the
Memory of BruceFollow us on
twitterRandom
VotingIndex of
CelebritiesRecently Added
CelebritiesRankings: Most &
Least AnnoyingAnnoying
CollectionsQuiz: Are YOU
Annoying?Annoyatorium
ForumSearch Celebrities
(By Last Name)

Go

Advanced Search

Search Collections

Go

Advertising

Advertise With Us!

In The News

Ann Coulter

Eli Wallach

Howard Baker,
Jr.

John Boehner

Bobby Womack

Tim Lincecum

Caleb Bankston

Other Recent...

amazonmom

20%
OFF DIAPERS
and FREE
Two-Day
Shipping with
Amazon Prime


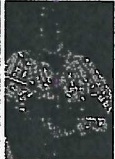





Learn more



Forbes' Celebrity 100 Power Ranking [2000]

Status --> Forbes

This Category is Ranked. Sort by Ranking Based on Votes by clicking on **Vote Ranking**. Sort by the Collection's Ranking by clicking on **List Ranking**.

Vote Ranking	List Ranking		
10	1	Julia Roberts Actress 68.55% (401 of 585 votes)	
22	2	George Lucas Filmmaker 63.16% (12 of 19 votes)	
2	3	Oprah Winfrey TV Personality 77.06% (1189 of 1543 votes)	
94	4	Tom Hanks Actor 37.90% (401 of 1058 votes)	
58	5	Michael Jordan Basketball Player 51.03% (99 of 194 votes)	
62	6	Rolling Stones Musicians 50.50% (51 of 101 votes)	
3	7	Tiger Woods Golfer 75.31% (2285 of 3034 votes)	
		Backstreet Boys	

Annoying Collections

Born on the 4th of July

Served in the American
Revolution [1775-89]Signers of the
Declaration of
IndependenceI Died on the Fourth of
JulyI Portrayed George
Washington

More Collections...

Poll: You've
been chosen

✓ civiqs.com

Take a five question
survey on Obama
and your vote for
Congress.Recently Added
CollectionsStanley Cup Clinching
Goal Scorers

Gilligan's Island

I Attended University
of MontanaI Appeared in Pharrell
Williams' 'Happy' Music
Video [2013]

Firefly

I Portrayed Ludwig
van BeethovenEMGN's 16 Celebrities
That Never Smile10 Most Influential
SaintsListverse's Top Ten
Dracula Portrayals

Swiftie Sorority




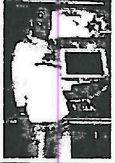





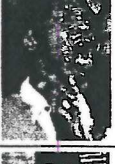

I Portrayed a Mummy

25 Most Adapted
Authors in Film












Hammer Horror












I Portrayed Mary
ShelleyMajor League
Baseball's All-Star
Game - Honorary First
Pitches

Fawlty Towers

11	8	Vocalists 68.11% (173 of 254 votes)		Blue Bloods
44	9	Cher Vocalist 53.45% (426 of 797 votes)		Profiles 35501-35750
20	10	Steven Spielberg Filmmaker 63.31% (88 of 139 votes)		Boys & Girls Club 'Great Futures Start Here' PSA [2014]
42	11	Bruce Willis Actor 53.68% (51 of 95 votes)		I Have a Transatlantic Accent
61	12	Shania Twain Vocalist 50.51% (149 of 295 votes)		Churchill Family
33	13	Celine Dion Vocalist 56.03% (65 of 116 votes)		C. Fishel's Profiles [Series 53]
8	14	Stephen King Author 69.58% (167 of 240 votes)		People Magazine's World's Most Beautiful People [2014]
56	15	Harrison Ford Actor 51.72% (45 of 87 votes)		Time Magazine's 100 Most Influential People of 2014 [April 2014]
57	16	Tom Clancy Author 51.43% (36 of 70 votes)		I Have Kidney Stones
24	17	Mike Tyson Boxer 62.50% (65 of 104 votes)		I Turned Down a Knighthood
31	18	Mel Gibson Actor 56.70% (55 of 97 votes)		I am a Baha'i

Blue Bloods
Profiles 35501-35750
Boys & Girls Club 'Great Futures Start Here' PSA [2014]
I Have a Transatlantic Accent
I Appeared in Vince Gill's 'Don't Let Our Love Start Slippin' Away' Video [1992]
Churchill Family
C. Fishel's Profiles [Series 53]
People Magazine's World's Most Beautiful People [2014]
Time Magazine's 100 Most Influential People of 2014 [April 2014]
I Have Kidney Stones
I Turned Down a Knighthood
I am a Baha'i
Celebrity Winery Owners
Model Railroaders
More Collections...

15	19	Jim Carrey (Comedian) Comedian 66.96% (150 of 224 votes)	
48	20	Tom Cruise Actor 52.74% (77 of 146 votes)	
80	21	John Grisham Author 47.06% (8 of 17 votes)	
93	22	Evander Holyfield Boxer 40.0% (4 of 10 votes)	
17	23	John Travolta Actor 66.40% (83 of 125 votes)	
38	24	Michael Schumacher Auto Racer 54.55% (6 of 11 votes)	
50	25	J.K. Rowling Author 52.17% (12 of 23 votes)	
40	26	Giorgio Armani Designer 53.85% (7 of 13 votes)	
89	26	George Herbert Walker Bush U.S. President 41.46% (3744 of 9031 votes)	
37	27	David E. Kelley Producer 55.56% (5 of 9 votes)	
46	28	Shaquille O'Neal Basketball Player 52.94% (18 of 34 votes)	

9	29	David Letterman Comedian 68.90% (711 of 1032 votes)	
27	30	Howard Stern King of All Media 61.79% (283 of 458 votes)	
71	31	Andre Agassi Tennis Player 50.0% (8 of 16 votes)	
7	32	Adam Sandler Comedian 70.28% (1064 of 1514 votes)	
84	33	Grant Hill Basketball Player 44.44% (4 of 9 votes)	
65	34	Lennox Lewis Boxer 50.0% (5 of 10 votes)	
5	35	Rosie O'Donnell Comedian 73.65% (1448 of 1966 votes)	
6	36	Dale Earnhardt Auto Racer 70.51% (55 of 78 votes)	
83	37	Oscar De La Hoya Boxer 46.15% (6 of 13 votes)	
35	38	Calvin Klein Designer 55.56% (5 of 9 votes)	
1	39	David Copperfield Magician 80.0% (12 of 15 votes)	

Elizabeth and James Nirvana
Black 1.7 oz Eau de Parfum
Spray Fragrance...

WHO WE ARE FAQ EMAIL TEAM ANNOY

CHECK OUT YEARS IN REVIEW: 2001-2013

AmIAnnoying.com

Dedicated to the
Memory of Bruce

Follow us on
Twitter

Random
Voting

Index of
Celebrities

Recently Added
Celebrities

Rankings: Most &
Least Annoying

Annoying
Collections

Quiz: Are YOU
Annoying?

Annoyatorium
Forum

Search Celebrities
(By Last Name)

Go

Advanced Search

Search Collections

Go

Advertising

Advertise With Us!

In The News

Ann Coulter

Eli Wallach

Howard Baker,
Jr.

John Boehner

Bobby Womack

Tim Lincecum

Caleb Bankston





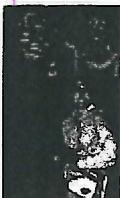
Other Recent...

Forbes' Celebrity 100 Power Ranking [2001]

Status --> Forbes

Missing: * #91 - Michael Lewis * #94 - Alain Ducasse * #99 - Richard Carlson *
#100 - Nobuyuki Matsuhisa

This Category is Ranked. Sort by Ranking Based on Votes by clicking on **Vote Ranking**. Sort by the Collection's Ranking by clicking on **List Ranking**.

Vote Ranking	List Ranking		
95	0	Mark Victor Hansen Author 45.45% (5 of 11 votes)	
61	1	Tom Cruise Actor 52.74% (77 of 146 votes)	
4	2	Tiger Woods Golfer 75.31% (2285 of 3034 votes)	
74	3	Beatles Musicians 50.23% (108 of 215 votes)	
23	4	Britney Spears Vocalist 66.58% (251 of 377 votes)	

Annoying
Collections

Born on the 4th
of July

Served in the
American
Revolution
[1775-89]

Signers of the
Declaration of
Independence

I Died on the
Fourth of July

I Portrayed
George
Washington

More
Collections...

Homeschool
Textbooks

● hnhco.com/Ho...
Shop Major Brands
Like Saxon Math.
Shop All Grades &
Subjects Today!

Recently Added
Collections

Stanley Cup
Climbing Goal
Scorers

Gilligan's Island

I Attended
University of
Montana

I Appeared in
Pharrell Williams'
'Happy' Music
Video [2013]





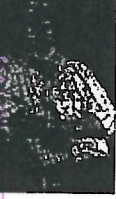
Firefly

amazonmom

20%
OFF DIAPERS
and FREE
Two-Day
Shipping with
Amazon Prime

Learn more



55	5	Bruce Willis Actor 53.68% (51 of 95 votes)		I Portrayed Ludwig van Beethoven
70	6	Michael Jordan Basketball Player 51.03% (99 of 194 votes)		EMGN's 16 Celebrities That Never Smile
15	7	Backstreet Boys Vocalists 68.11% (173 of 254 votes)		10 Most Influential Saints
43	8	NSYNC Vocalists 57.14% (24 of 42 votes)		Listverse's Top Ten Dracula Portrayals
3	9	Oprah Winfrey TV Personality 77.06% (1189 of 1543 votes)		Swiftie Sorority
48	10	Mel Gibson Actor 56.70% (55 of 97 votes)		I Portrayed a Mummy
31	11	Mike Tyson Boxer 62.50% (65 of 104 votes)		25 Most Adapted Authors in Film
29	12	George Lucas Filmmaker 63.16% (12 of 19 votes)		Hammer Horror
10	13	Stephen King Author		I Portrayed Mary Shelley

I Portrayed Ludwig van Beethoven

EMGN's 16 Celebrities That Never Smile

10 Most Influential Saints

Listverse's Top Ten Dracula Portrayals

Swiftie Sorority

I Portrayed a Mummy

25 Most Adapted Authors in Film

Hammer Horror

I Portrayed Mary Shelley

Major League Baseball's All-Star Game - Honorary First Pitches

Fawlty Towers

Blue Bloods

Profiles 35501-35750

Boys & Girls Club 'Great Futures Start Here' PSA [2014]

I Have a Transatlantic Accent

I Appeared in Vince Gill's 'Don't Let Our Love Start Slippin' Away' Video [1992]

Churchill Family









C. Fishel's Profiles [Series 53]

People Magazine's World's Most Beautiful People [2014]

Time Magazine's 100 Most Influential People of 2014 [April 2014]

I Have Kidney Stones

I Turned Down a Knighthood









		69.58% (167 of 240 votes)	
27	14	Steven Spielberg Filmmaker 63.31% (88 of 139 votes)	
54	15	Michael Schumacher Auto Racer 54.55% (6 of 11 votes)	
14	16	Julia Roberts Actress 68.55% (401 of 585 votes)	
59	17	Shaquille O'Neal Basketball Player 52.94% (18 of 34 votes)	
42	18	Metallica Musicians 57.58% (19 of 33 votes)	
30	19	Eddie Murphy Comedian 63.11% (65 of 103 votes)	
63	20	J.K. Rowling Author 52.17% (12 of 23 votes)	
25	21	Dr. Dre Vocalist	



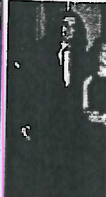





I am a Baha'i

Celebrity Winery Owners

Model Railroaders

More Collections...

		65.41% (191 of 292 votes)	
44	22	Regis Philbin TV Personality 57.14% (116 of 203 votes)	
2	23	David Copperfield Magician 80.0% (12 of 15 votes)	
12	24	David Letterman Comedian 68.90% (711 of 1032 votes)	
20	25	Kobe Bryant Basketball Player 67.01% (193 of 288 votes)	
7	26	Rosie O'Donnell Comedian 73.65% (1448 of 1966 votes)	
86	27	Tina Turner Vocalist 48.62% (53 of 109 votes)	
65	28	Rush Limbaugh Radio Personality 51.91% (258 of 497 votes)	
		Brad Pitt Actor	

99	29	41.33% (1077 of 2606 votes)	
68	30	Tom Clancy Author 51.43% (36 of 70 votes)	
36	31	Howard Stern King of All Media 61.79% (283 of 458 votes)	
66	32	Nicolas Cage Actor 51.85% (28 of 54 votes)	
22	33	Dixie Chicks Vocalists 66.67% (44 of 66 votes)	
5	34	Jennifer Lopez Vocalist 75.07% (2608 of 3474 votes)	
8	35	Dale Earnhardt Auto Racer 70.51% (55 of 78 votes)	
57	36	Keanu Reeves Actor 53.33% (8 of 15 votes)	

Printed Publication No. 8

TWEET BLENDER

twitter

MotorRacingDigest
@MRDigest: New post:
Brad Keselowski Wins
Quaker State 400 From

Pole At Kentucky
<http://t.co/3Sgfv34uSx>
13 hours ago

MotorRacingDigest
@MRDigest: New post:
Kevin Harvick Holds Off
Busch And Keselowski

For The Win At Kentucky Speedway
<http://t.co/ZxNCn5O6P1>
1 day ago

David Morgan
@damorgan86: Want
to know who to keep an
eye on during the
@KySpeedway tripleheader
weekend? We've got you covered at
@MRDigest!
<http://t.co/zOagUn7dL>
4 days ago

MotorRacingDigest
@MRDigest: New post:
Crunching The
Numbers: Kentucky
<http://t.co/Y6UJZkZ5ad>
4 days ago

[view more »](#)

MRD POLLS

No Chase For You

Which of the drivers below
will not make the Chase?

- ☐ Tony Stewart
- ☐ Matt Kenseth
- ☐ Kasey Kahne
- ☐ Jeff Gordon
- ☐ Carl Edwards
- ☐ Clint Bowyer
- ☐ Other

Vote

[View Results](#)

Total Answers 44

Total Votes 44

REMEMBERING DALE EARNHARDT

WRITTEN BY DAVID ON FEBRUARY 18, 2013. POSTED IN [FEATURED](#), [NASCAR SPRINT CUP SERIES](#)

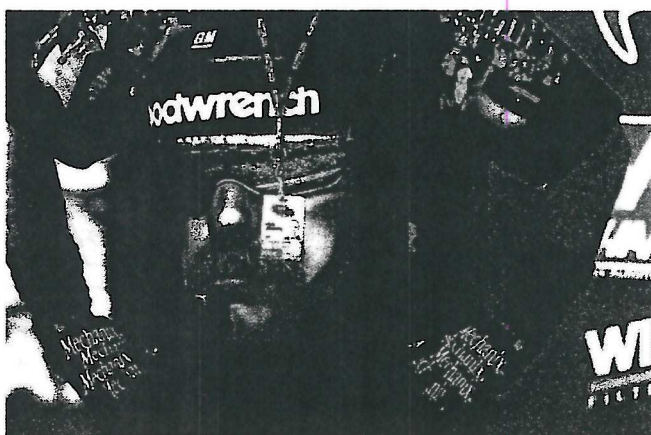


Photo Credit: Rusty Jarrett MRD/CIA

Written By: David Morgan – Follow at [@damorgan86](#)

February 18, 2013

As Speedweeks in Daytona gets up to full swing this week with a full slate of events leading up to the Daytona 500 this Sunday, the NASCAR community took a step back today to remember a fallen hero, Dale Earnhardt, who perished in a last lap crash 12 years ago today during the 2001 Daytona 500.

Earnhardt and Daytona had a storied history, with Earnhardt winning numerous times at the historic track over his illustrious career, but the Daytona 500 eluded him so very many times. However, in 1998, Earnhardt finally broke through and won and everyone remembers the line of crew members from every team that wanted to congratulate him on his long awaited Daytona 500 win. Looking back at the history Earnhardt had at the track, it almost seems like fate that the track he had battled against for so long was the one that took his life that day in February 2001.

While many other drivers have come and gone in this sport, none are remembered and respected as much as Earnhardt is. Fans, competitors, media members, and others all have an Earnhardt story to tell, whether it is about his on track prowess or the way he interacted with fans and built an enormous fan base throughout his career. The impact he had on fans is still felt today with Earnhardt memorabilia still having a big presence at the track.

Besides the impact Earnhardt had on fans, the legacy that he left behind is one in which the safety innovations that have come along since his death have yielded zero fatalities in the dozen years since his passing. Items that are commonplace now, such as: the HANS device, soft walls, and safety innovations built into the COT and now the Gen6 car are all a direct result of Earnhardt's passing. Some might say that if it weren't for that event, NASCAR would have been much slower about enacting safety changes in the sport.

As the years pass, February 18th will still be a solemn day for the sport that many of us will never forget. So as this day rolls around each year, take a moment to remember "The Man in Black" and thank him for helping to make this sport as safe as it has ever been.

Share it now!

Like

Share [g+](#) 0

3

[Related Posts:](#)

MRD PHOTO GALLERIES



HELP WANTED

Motor Racing Digest is in search of writers to join our team. This is a volunteer, unpaid role but one that comes with some benefits. Do you love NASCAR? Do you enjoy educating new fans about NASCAR? Do you love writing about it? If so, this could be a fun opportunity for you to utilize your love of NASCAR and writing and share with other fans.

[Read More](#)

TEAM PR NEWS

[Jeb Burton Back With New Sponsor Estes Motor Lines](#)
[Get Your Twitter Handle On A BKR Truck](#)
[Martin Truex Jr. Looks To Talladega After Good Run At Richmond](#)

TRACK PR NEWS

[Ford Motor Company 'Goes Further' With Homestead-Miami Speedway](#)
[Darlington Raceway Announces Plans To Honor Its History And Shape Its Future](#)
[Darlington To Host Autograph Session With NNS Drivers](#)

MANUFACTURER PR NEWS

[Fun Fast Facts From FORD-Sonoma](#)
[Fun Fast Facts From Ford-Michigan](#)
[Fun Fast Fact's From FORD-](#)

1. Dale Earnhardt, Jr. Making 500th Career Sprint Cup Series Start At Charlotte:
A Look Back
2. My Dale Earnhardt Story
3. Dale Earnhardt...Memories 13 Years Later
4. Dale Earnhardt Jr. on Charlotte and the Sprint All-Star Race

[Pocono](#)

Tags: [Dale Earnhardt](#), [Daytona 500](#), [Daytona International Speedway](#), [Nascar Sprint Cup Series](#)
